

12/18/98
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Date of Deposit: **December 18, 1998**

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By: 

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Commissioner of Patents and Trademarks
Washington, D.C. 20231

Dear Sir:

Transmitted herewith for filing is the following new patent application:

Inventors: Heidi Kay and Russell Fradin

Title: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

Attorney Docket Reference: EWG-079

Enclosed are:

- 1) A specification of the invention including four (4) sheets of drawings
- 2) A preliminary amendment
- 3) A small entity form.
- 4) A signed Assignment of the invention including a cover sheet
- 5) A signed Declaration by the Inventor
- 6) A return addressed postcard for filing notification
- 7) A Power of Attorney

A check for \$459.00 (EWG-#2649) is enclosed to cover the filing fee calculated as follows:

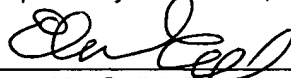
| | |
|-----------------------------------------|-----------------|
| Base Filing Fee (small entity)----- | \$380.00 |
| Independent claims in excess of 3 ----- | \$ 39.00 |
| Assignment Recording Fee ----- | \$ 40.00 |
| Total Filing Fee ----- | \$459.00 |

Please charge any deficiency in the fees enclosed herewith or any additional fees which may become due during the prosecution of this application to deposit account 500433 which is in the name of Elmer Galbi.

Please direct all correspondence to:

Elmer Galbi, Esq.
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Respectfully submitted,



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